



FAIRTRADE  
INTERNATIONAL

# Fairtrade Living Income

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PROGRESS REPORT 2024-25

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# Introduction

Without a living income, farmers can't afford proper housing, a balanced diet, or to send their children to school – much less invest in productivity or act on environmental challenges.


Living incomes are fundamental to protect human rights and should be seen as the bare minimum, rather than the end goal.

At Fairtrade, we launched our first living income strategy in 2017. In the eight years since, we've translated theory into practice, tested our core principles, and expanded our work based on new insights and learnings from implementation – seeking a balance that works for producers, and for market partners.


The three interlocking pillars of our living income approach are:



**Sustainable production**  
Adoption of sustainable agricultural practices for better yields and resilience



**Responsible procurement**  
Fairer prices and long-term trade relationships



**Enabling environment**  
Ambitious policy regulation and sector commitments that create a level playing field for all

The need for living incomes has become much more acknowledged and we are pleased to see the topic is featured in mainstream sustainability agendas, especially in certain industries like cocoa and coffee. This recognition is critical to move the industry and realise impact at scale.

In this report we would like to recognise and thank all the stakeholders who came along the journey with us: by taking a leap and pay Living income Reference Prices; piloting new ideas to support farmers improve productivity; engaging with producers to figure out what works and how we can do better; sharing data; participating in tough discussions; providing thoughtful feedback; lobbying for more inclusive regulation or more ambitious sector agreements. Initial ideas begin to consolidate, perspectives are converging through increasing mutual understanding, concepts are landing in mainstream guidelines, and more robust programmes are starting to be rolled out. We are proud to be at the forefront of these discussions and contribute our learnings.

You'll also read about our progress over the past two years in each area, along with case studies that illustrate this work in action.

We welcome new partnerships to keep up the pace of progress in making living incomes the norm, not the exception. Contact us to take the next step together.

# Sustainable production

Responsible procurement should make it possible for producers to have healthy farms, whatever size they are. Farmers need to have the means and incentive to invest in their farms and adopt sustainable agricultural practices to improve their yields and resilience against erratic weather conditions or crop diseases.

However, despite the many programmes focused on productivity improvement, average yields often remain below the levels that are deemed realistic under increasing climate pressure.

Fairtrade examined the factors that motivate cocoa farmers to implement good agricultural practices, and it comes as no surprise that **a stable and remunerative price** heads the list, as the basis for motivation to invest in better farming practices. Our pricing approaches are described in the next section (responsible procurement).

But in addition, **appropriate inputs at the right time, affordable labour** and **other essential services** continue to be a challenge for many farmers, and limit the progress they can make when it comes to increasing yields. Fairtrade supports cooperatives to deliver these services to their members as part of our living income approach.

## **A new element to complement the Living Income Reference Price: the Yield Booster**

Farmgate prices for cocoa currently exceed the Living Income Reference Prices, and at the same time, cocoa yields have been declining. That's why **achieving sustainable production has become priority**.

In 2025, Fairtrade introduced a **Yield Booster**: an extra sum of €245 per metric tonne on top of the reference price commitment, to fund the roll-out of productivity improvement measures in the cooperatives from which the cocoa beans are sourced. Fairtrade Africa supports the cooperatives to set up well-equipped labour service centres to provide specialized pruning and spraying services to farmers. Shade tree nurseries are established to grow the seedlings needed for adequate shade management to enhance climate resilience

Depending on instructions by the Ivorian regulator, these nurseries can be expanded to grow seedlings of resistant cocoa varieties for phased renovation of old cocoa trees. Local coaches are appointed and trained to help their peers keep track of their expenditures and revenues and improve their farm management capacity. The data collected through these farm records allow for close monitoring of the programme results and impact on farmers' incomes.

The Yield Booster is part of a **new service offer for strengthening sustainable livelihoods** that Fairtrade started rolling out in 2025. The flexible programme is designed to offer companies a range of components that address priorities for reaching sustainable livelihoods – in addition to productivity improvement – including farm and income resilience, child wellbeing, and more.

In 2025, ACTION in the Netherlands and Marks & Spencer in the UK have already signed up and started sourcing a total annual volume of 3,100 metric tonnes in the 2025/26 cocoa season from three cooperatives in Côte d'Ivoire. New retailer commitments by Lidl and Superunie are in the pipeline for 2026, growing the volume significantly over the coming years.

## SUCCESS STORY



## Yeyasso's diversification efforts reap positive results

Crop diversification is another important aspect of sustainable production to spread risks and reduce dependency on a single source of income or crop. However, the success of income diversification very much depends on whether alternative crops can find a market or off-farm income generating activities are fairly remunerated. The Ivorian cocoa cooperative Yeyasso shows how crop diversification is successfully contributing to income resilience.

A sample of 450 farmer households kept detailed farm records, providing in-depth insights into the

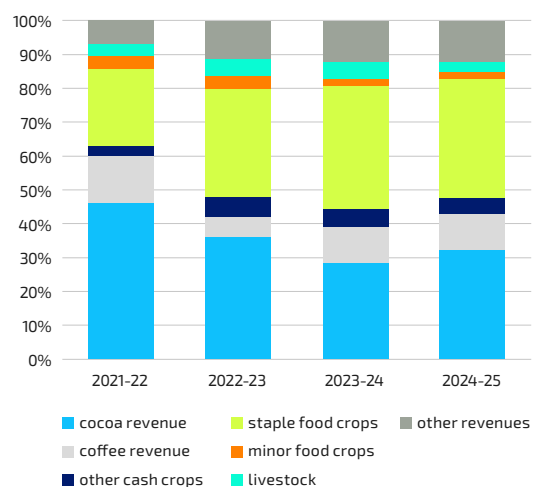
evolution of household incomes over time to the farmers themselves and to Fairtrade.

Over the past few years, Yeyasso farmers have increasingly diversified their farms and income sources, including growing more food crops for household consumption and sales, and with coffee as an important secondary cash crop. On an average farm size of 4.7 hectares with 1.8 hectares in cocoa, the relative income share from cocoa has been decreasing, while the total average net household income improved from a little over 2 million Ivorian francs (XOF) in 2021/22 to nearly 3.8 million XOF

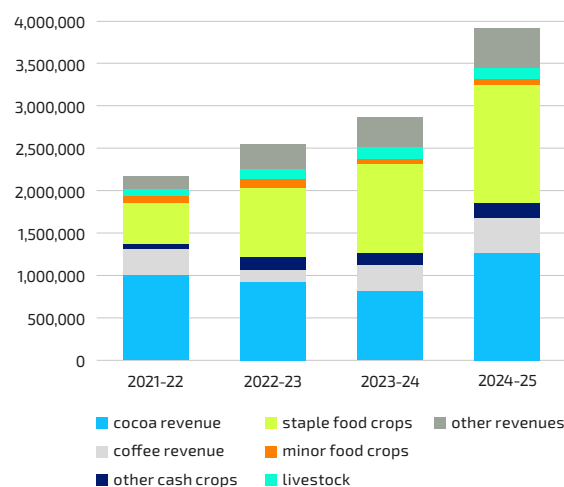
in 2024/25 – an increase of 89 percent. This is just above a living income for a typical five-member household in Yeyasso cooperative, with 52 percent of the farmers in the Yeyasso-Galler supply chain reaching a living income.

As a note of caution however, these positive results must be viewed in the context of high farmgate prices for both cocoa and coffee in the past season, which boosted the income results. Data from the coming years will show whether this trend will continue and farmer incomes become more resilient through diversification.

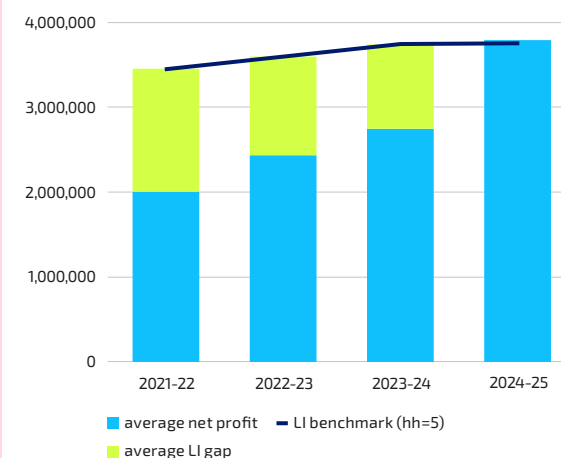
**Figure 1: Evolution of income diversification (as % of total income)**



**Figure 2: Evolution of income diversification (as values in XOF)**



**Figure 3: Evolution of living income achievement (average net household income in XOF)**



Note: The Living Income benchmark line represents inflation-adjusted values for each year for a typical five-member household in Yeyasso cooperative.

## SUCCESS STORY

## Ben & Jerry's Living Income Accelerator with vanilla producers in Madagascar



The Vanilla Living Income Accelerator programme is a community-led three-year programme funded by Ben & Jerry's and the Ministry of Foreign Affairs of Finland via Fairtrade Finland. It is implemented by Virginia Dare Madagascar and Fairtrade Africa. Five Malagasy cooperatives participate in the programme, which aims to support the resilience of vanilla farmers from in the context of a highly volatile vanilla market, currently in a period of oversupply and low prices.

The programme directly supports vanilla producing households through a lead farmer model anchored in a long-term trading structure. Coaching, demonstration plots, and cash transfers help households to invest in regenerative agricultural practices (including agroforestry) that include alternative food and cash crops along with more sustainable vanilla production. The combination of activities is intended to improve vanilla productivity and quality, boost nutrition and surplus food production, and restore damaged farmland. The increased income and food security from other crops is essential to maintain the motivation and means for households to continue investing in vanilla.

The programme also provides wider organisational strengthening support through training, coaching and workshops to over 600 members of the five cooperatives. In 2025, given a very challenging market for farmers, the primary focus has been on

income diversification: the programme provides training, market research, business plan development, and a cash grant to help producers pursue income generating activities such as poultry or fish farming.

***"I'm happy to be a member of this cooperative. I've seen my life evolve and improve quickly. But I also feel it's my duty to pass on what I've learned to other members and to my community, so that together we can all rise out of poverty."***

Zafy Felicie (pictured, right), Environmental Officer at TAFITASOA cooperative, Antafiambe

***"Ben & Jerry's has always been committed to having direct relationships with farmers because connecting with farmers is vital to our vision of linked prosperity which strengthens our interdependence and makes us more collectively resilient. Through the programme, cooperatives are becoming stronger and more able to address environmental challenges like cyclones or social challenges like child labour. This multifaceted approach aims to bring justice, equity, and, quite simply – fairness to vanilla farmers in Madagascar."***

Cheryl Pinto, Global Head of Values Led Sourcing, Ben & Jerry's



# Responsible procurement

Transparent, long-term trade relationships and fair pay are embedded in Fairtrade's standards and are key to improving farmers' incomes.

Because the safety net of the Fairtrade Minimum Price, along with the Fairtrade Premium additional funds, are often not enough for farmers to reach a living income, we developed the concept of a [Living Income Reference Price](#).

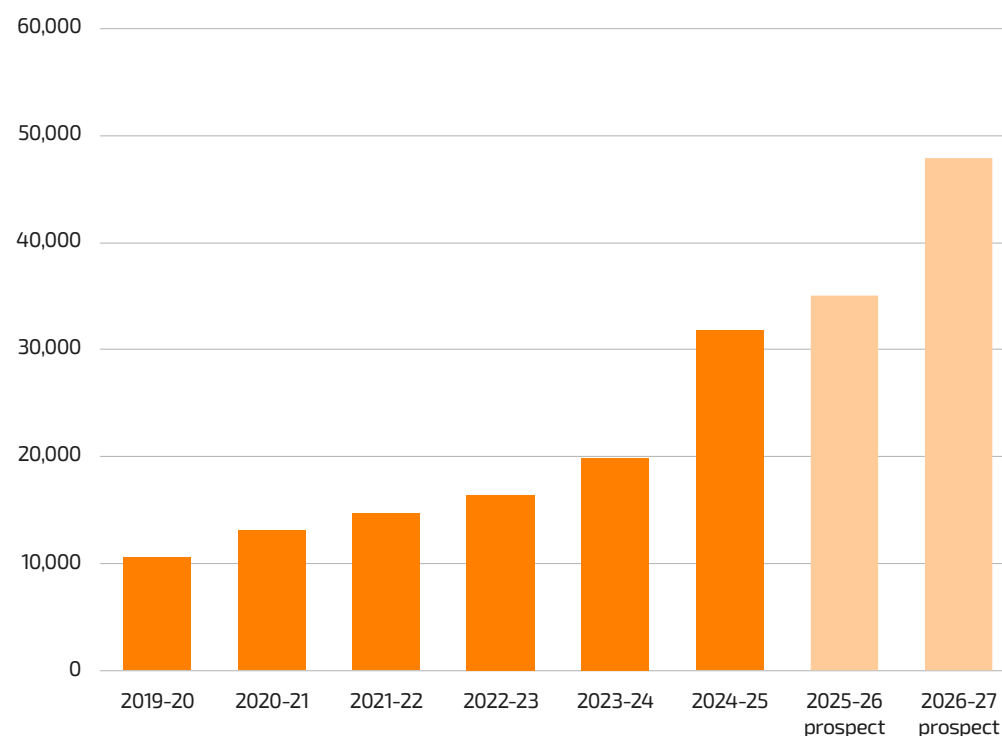
These reference prices work best in conjunction with **company commitments to long-term price guarantees**, so that cooperatives and farmers have the security to make investments in their businesses that may take several years to realise benefits.

## Cocoa: Expanded adoption of reference prices

More and more Fairtrade volumes are being sourced with a living income commitment. Particularly, the volume of Fairtrade cocoa sold at a Living Income Reference Price has tripled since 2019, increasing by

60 percent since the 2023/2024 season alone (from almost 20,000 to nearly 32,000 metric tonnes). Commitments for the next two years are set to reach almost 48,000 tonnes – another 50 percent increase.

**Figure 4: Evolution of Fairtrade cocoa sales involving a Living Income Reference Price payment (in metric tonnes)**





## A new online resource to find the latest Living Income Reference Prices

The concept of these reference prices has gained traction in several sectors, starting with cocoa (since the launch of our first reference price for Côte d'Ivoire and Ghana in 2019) and expanding to seven other products (cashews, coconut, coffee, mangos, oranges, rice, vanilla).

In 2024 we launched an [interactive online map](#) (screenshot below) that shows the products and regions for which we have set Living Income Reference Prices, along with details on how they were calculated and some frequently asked questions.



Rwandan coffee farmers deliver their beans to the cooperative washing station.

## Coffee: Updates to reference prices

New Living Income Reference Prices have been established or updated for coffee since the last progress report in 2023, to cover a total of eight origins today.

A reference price for Rwandan coffee was added in 2025, building on the [recent coffee value chain study](#) that was conducted by the Committee on Sustainability Assessment (COSA) and the Rwanda government under the umbrella of the public-private partnership of the International Coffee Organization (ICO). During a two-day workshop with producer representatives, government officials and local experts, study findings as well as other data sources

were analysed and discussed in-depth to determine appropriate reference values for each of the variables in the reference price model and calculate prices for both conventional and organic coffee.

Reference price variables for Colombia, Indonesia and Uganda were thoroughly revised in technical expert roundtable workshops, while the remaining reference prices were updated with simple inflation adjustments.

In order to ensure alignment, the living income benchmark studies that were sponsored by the ICO as part of their [Living and Prosperous Income workstream](#) were also incorporated in the updated reference prices.

**Figure 4: Living Income Reference Price variables overview: coffee**

origin		year first established	last year updated	target yield	viable coffee area	LIRP (farmgate – local currency)	LIRP (farmgate – USD)	LIRP equivalent (FOB)
				kgDP/ha	ha	LCU/kgDP	USD/kgDP	USD/lbGBE
Colombia	conventional	2021	2025	1,600	3.0	<b>16,500</b>	<b>4.40</b>	<b>3.03</b>
Colombia	organic	2021	2025	1,350	3.8	<b>17,116</b>	<b>4.56</b>	<b>3.24</b>
Indonesia*	organic	2022	2025	6,000*	1.0	<b>12,223</b>	<b>0.75*</b>	<b>2.38</b>
Honduras	organic	2022	2025	1,500	3.0	<b>116.4</b>	<b>4.45</b>	<b>3.15</b>
Uganda	organic	2022	2025	1,280	0.7	<b>14,580</b>	<b>4.10</b>	<b>2.90</b>
Uganda (robusta**)	organic	2022	2025	2,100**	1.4	<b>9,935</b>	<b>2.79**</b>	<b>1.64</b>
Ethiopia-garden*	organic	2023	2025	3,300*	1.4	<b>95.0</b>	<b>0.66*</b>	<b>2.31</b>
Ethiopia-forest*	organic	2023	2025	4,800*	2.5	<b>67.7</b>	<b>0.47*</b>	<b>1.79</b>
Peru	organic	2023	2025	1,380	3.5	<b>14.5</b>	<b>4.20</b>	<b>2.73</b>
Nicaragua	conventional	2023	2025	1,800	2.1	<b>139.6</b>	<b>3.80</b>	<b>2.86</b>
Nicaragua	organic	2023	2025	1,180	2.1	<b>188.3</b>	<b>5.12</b>	<b>3.61</b>
Rwanda*	conventional	2025		7,500*	0.8	<b>686</b>	<b>0.48*</b>	<b>2.21</b>
Rwanda*	organic	2025		6,250*	0.9	<b>795</b>	<b>0.55*</b>	<b>2.51</b>

DP = dried parchment, FOB = Free on Board, GBE = green bean equivalent, LCU = local currency unit, USD = US dollar

\*LIRP values expressed in kg of red cherry

\*\*LIRP values for robusta coffee expressed in kg of Fair Average Quality

\*\*\*LIRP equivalent values at FOB level in blue are preliminary

## Reviewing the Living Income Reference Price model for cocoa

Our publication of revised Living Income Reference Prices for cocoa in Ghana and Côte d'Ivoire in January 2025 sparked discussion on the new values, and on the price model itself.

An important question was whether the Living Income Reference Price should be anchored to the reality of Fairtrade farmers – who may be relatively better off than the average farmer due to existing support structures – or whether it should reflect the conditions of all cocoa farmers and serve as a sector-wide benchmark. Another critical point of debate is whether the price should be based on a target yet realistic yield level, or on current yields.

Fairtrade kicked off an in-depth review of the price model with a multi-stakeholder dialogue in May 2025 in Brussels. The first phase of the review process revisited core principles of the model, such as co-responsibility (the shared responsibility among actors in the cocoa value chain to contribute to closing the income gap through sustainable prices and yield improvement) and fair return on labour (hired labour is remunerated at a living wage, and household labour from cocoa should result in a living income proportional to the amount of time they spend on cocoa farming).



A newly established Expert Advisory Council discussed the findings and provided input into the final recommendations for enhancing the reference price model. **Key outcomes** of the model review phase include:

- **Co-responsibility:** The price model will continue to consider a realistically attainable yield when a certain level of good agricultural practices is adopted. However, the definition of “realistic” will be revised in the next phase of the review in early 2026.
- **Fair return on labour:** The principle was broadly agreed. Fairtrade will assess alternative approaches to better reflect farmer realities in terms of labour allocation, farm size and income diversification. Greater emphasis will also be placed on explaining fair remuneration for labour within the reference price model.
- **Sector applicability:** Stakeholders recognised the value of sector-wide reference prices that reflect the reality of all cocoa farmers. However, given data limitations and capacity constraints as well as relevance for Fairtrade partners, Fairtrade will continue to base reference prices on the reality of Fairtrade farmers, to whom we have direct access for data collection and consultation. Fairtrade will analyse the conditions of Fairtrade farmers and non-Fairtrade farmers with similar adoption of good agricultural practices, to assess whether Fairtrade-based reference prices can serve as a proxy for the sector.

The numeric values for the variables in the Living Income Reference Prices will be revised in the second phase of the review process, starting in early 2026. Updated reference prices are expected to be announced in April 2026.

### Decisions about the Fairtrade Premium for cocoa from Côte d'Ivoire and Ghana

When Living Income Reference Prices are paid, the question arises whether Fairtrade Premium can be counted as part of the price differential.

The Premium often plays a vital role in addressing producer needs that support income improvement, such as productivity improvement, climate resilience, and diversification efforts. That's why we have always recommended that Fairtrade Premium should still be added paid on top of the Living Income Reference Price.

However, as part of the recent cocoa price review, the Fairtrade Standards Committee decided that as of October 2026 - in the case of Ghana and Côte d'Ivoire - 40 percent of the Fairtrade Premium must be paid out to farmers in cash, to support farmer incomes. Fairtrade's Living Income Steering Committee therefore agreed that the 40 percent cash portion can be counted towards closing the gap (if any) between the Living Income Reference Price, and the government-set farmgate price.



The review of the Living Income Reference Price model for cocoa launched in May 2025 with a multi-stakeholder dialogue.

### Customised Living Income Reference Prices: launch of an “on demand” option

In addition to the in-depth reference price setting model based on regional or national averages and targets, Fairtrade also offers a more rapid process for either specific origins, or specific supply chains. Available since 2024 as a fee-based service, the options are:

- **Supply-chain specific reference prices:** Tailored to the characteristics of producers in a specific supply chain and therefore exclusively applicable to customers sourcing from these suppliers.
- **Origin reference prices:** As above, but with a broader scope of analysis and stakeholder validation to cover entire regions or countries. Origin LIRPs are applicable to all companies sourcing from the respective region.

[Learn more](#) about this service.

## SUCCESS STORY

## Swiss retailer Coop is transforming agricultural supply chains with living income goals

By 2030, leading Swiss retailer Coop aims to close the income gap for its sourced volumes of all critical Fairtrade certified commodities, including by paying the relevant Living Income Reference Prices.

Coop's **Living Income Commitment** is a key part of its strategy. This commitment focuses on:

- **Paying fair prices for Coop's sourced volumes:** Coop pays Living Income Reference Prices, and also recognises that reference prices alone do not guarantee that farmers will reach a living income, as this depends on multiple factors, including market conditions, yields, and the percentage of their crop sold under reference price terms.
- **Collaboration for impact:** This includes long-term sourcing agreements, and advocacy for wider industry adoption to ensure that more farmers benefit from fairer pricing.
- **Targeted projects:** Below are highlights from living income-related projects supported by Coop.



### Sankofa: Dynamic agroforestry for cocoa in Ghana

Through its division HALBA, Coop initiated the Sankofa project in Ghana in collaboration with Fairtrade Africa. The project focuses on **dynamic agroforestry practices** for cocoa farmers: a mixed cultivation of cocoa with fruit trees, high-grade timber trees, shrubs and annual crops such as yam, beans and maize, to improve soil, reduce pests, and increase productivity. Farmers have reported an increase in income as a result of diversification efforts. Paying the Living Income Reference Price for all the cocoa for its HALBA branded chocolate since 2020 has meant an additional more than US\$ 1 million (as a living income differential on top of market price and Fairtrade Premium) paid to participating Sankofa project farmers.

### Sustainable coffee from Mexico and Peru

Coop's Naturaplan organic coffee initiative, launched in 2022, aims to support smallholder farmers in Mexico and Peru by paying at least Living Income Reference Prices for the coffee volumes it sources. Based on Coop's transparent trade relationships and in partnership with Fairtrade International, Coop extended its pilot project through 2025. So far, this initiative has reached more than 2,000 farmers, and Coop intends to expand this commitment to further coffee supply chains in the coming years.

### Future payments for cashews and mangoes

Starting in 2025, Coop—through HALBA—is working to extend Living Income Reference Price payments to Fairtrade organic cashew and mango farmers in Burkina Faso.

### Industry collaboration: the need for wider adoption

Achieving living incomes for all farmers requires collective action across the industry. Coop encourages other companies, traders, and retailers to adopt Living Income Reference Prices in their purchasing practices.

Read more about Coop's [broader sustainability efforts \(in German\)](#).



Two of the LIRPs that Coop commissioned last year as part of their overall living income commitment were for rice from Thailand and India.

## SUCCESS STORY

## Pure Africa coffee and the Living Income Leader programme: Brewing change together



Pure Africa began in 2012 with just a few sacks of coffee and an online shop. Today, they source coffee from 12 cooperatives across Rwanda, Burundi and Uganda and have established a strong presence in the Dutch out-of-home coffee market.

In 2024, Pure Africa partnered with Fairtrade Netherlands to launch the **Living Income Leader** programme to generate more impact for farmers. The programme is for companies that want to go a step further towards enabling farmers to earn a living income. As the first brand in the Netherlands to adopt this initiative, Pure Africa set the benchmark by paying the Living Income Reference Price for coffee.

Currently, Pure Africa pays the reference price for two of its products: Allemansvriend (Everyone's Friend) and Vurige Krijger (Fierce Warrior). Their goal is to import 400 metric tonnes of coffee by 2030 through the programme.

In addition to Fairtrade certification, the programme includes:

- payment of the Living Income Reference Price
- a minimum commitment of three years
- full traceability to the cooperative

So far, three companies have joined with their own Living Income Leader products, sourcing a total of 300 metric tonnes so far, and two more are in the process of signing up.

### Microcredits to increase productivity and diversification

Fair pricing alone is not enough. Climate change poses a growing threat to coffee farmers, bringing unpredictable weather, more pests and faster-spreading diseases, all of which reduce productivity. To address this, Pure Africa offers **microcredits** that help farmers invest in improved agricultural techniques, quality enhancement and income diversification. These long-term investments, combined with the Living Income Reference Price, are the most effective way to structurally improve farmers' incomes.

***"Fairtrade certification brings multiple benefits to farming communities. Through training programmes, farmers have improved their agricultural practices, including more efficient harvesting techniques. One impactful investment made with the Fairtrade Premium was the replacement of old containers with high-quality bags. This upgrade enabled farmers to transport larger volumes of produce to the cooperative in fewer trips, thus improving efficiency."***

Innocent Ntakinin (pictured, right), Operational Manager at Nova, a Fairtrade certified coffee washing station in Rwanda, which farmers from surrounding Fairtrade cooperatives bring their coffee





## SUCCESS STORY (CONTINUED)

### Impact through collaboration

Collaboration is key. The Living Income Leader programme was developed by combining Fairtrade's expertise with Pure Africa's commitment to improving farmers' livelihoods, to drive meaningful change in the coffee industry.

Currently the programme verifies payments up to the cooperative level. Looking ahead, Pure Africa wants to ensure that the full Living Income Reference Price reaches the individual farmers, and explores possible mechanism to make this work with Fairtrade and the supplying cooperatives.

***"Our mission is that every cup contributes to coffee farmers earning a living income. That is why we supported Fairtrade in developing this program. A living income is central to our business and we're proud to take a leading role. It's great that any coffee supplier can participate in the program. Now it's clear what we need to pay farmers, there's no longer an excuse not to pay that higher price."***

Ando Tuininga, co-founder and co-owner of Pure Africa (with Justus Bijlsma)



Pure Africa visiting their supply chain partner Sholi with Fairtrade Africa and FT Netherlands in Rwanda to kick off the Living Income Leader programme.

# Enabling environment

The acknowledgement that living incomes are central to sustainability and human rights is gaining traction, as evidenced in legislation as well as industry initiatives. Fairtrade works closely with partners and allies to advocate for producer-centric living-income-supporting policies and practices.

## Making progress through legislation

The EU's Corporate Sustainability Due Diligence Directive (CSDDD) – intended to make companies more responsible for the human rights and environmental impact of their business practices – has been subject to various changes via an Omnibus proposal in 2025 that limit its applicability only to the largest companies, and also place restrictions on supplier engagement, weaken suspension safeguards, and delay implementation until 2029.

Still, living incomes are mentioned in the CSDDD as a key component of human rights, which is a significant advocacy win in the years leading up to the adoption of the directive in 2024.

The [Fair Trade Advocacy Office \(FTAO\)](#) has continued its work to provide policymakers with actionable, policy-aligned guidance, putting farmer and worker interests at the forefront. Specifically, they are developing “shadow guidelines” for advocacy with the European Commission on implementing due diligence obligations with regard to living income within the legal framework of the CSDDD. These guidelines will be launched in late February 2026.

After the EU Council approves the Omnibus changes that affect the CSDDD, the next step will be transposition by each EU national government into local law by 2028 and development of implementation guidance by the European Commission, which the FTAO guidance will also support.



Bridging Policy and Practice: Advancing Living Incomes & Living Wages in Agricultural Supply Chains.

## Collaboration to make living incomes the norm

In a similar vein, in May 2025 Fairtrade International partnered with the [European Economic and Social Committee](#), the Fair Trade Advocacy Office (FTAO) and [Fairtrade Belgium](#) to host a summit on living income and living wages in Brussels. Bringing together producers, industry, government and civil society, the event spotlighted calls to action, examples of governmental regulatory pathways to making living incomes and living wages the norm, and case studies of multi-stakeholder initiatives that inspire a collaborative race to the top toward common goals.

# Reflections and looking ahead

## Expanding commitments

2026 looks promising for advancing on living incomes. In West African cocoa, our new sustainable livelihoods programme is gaining traction with two new retailers coming on board, significantly increasing the volumes committed. We will expand the number of producer cooperatives involved in these supply chains and scale up the impact on farmers' incomes.

Key income metrics will be closely monitored through the implementation of farm records across supply chains, to further improve our understanding of effective income drivers.

## Improving and expanding Living Income Reference Prices

Following the results of the first phase of the Living Income Reference Price model review, we will recalculate the reference prices for **cocoa** from Ghana and Côte d'Ivoire.

Meanwhile, we will be working with the German retailers' working group to develop scalable Living Income Reference Price payment and distribution mechanisms in **coffee**. Through a [joint living income programme](#), set up by the GIZ Sustainable Agricultural Supply Chains Initiative, we will test different ways to implement Living Income Reference Prices with supplying cooperatives in Peru and Honduras, while GIZ addresses complementary needs with regards to sustainable production and farm management with coffee producers. Several meetings were held in 2025, and baseline assessments in each country have been conducted.

## Cause for optimism

More and more companies are recognising living incomes as a central piece of sustainable supply chains, legislative and ethical compliance, and meeting consumer expectations. Commitments to responsible procurement and supporting sustainable production through producer support have increased, even during the past few years of high market prices linked to inflation, conflict, and climate change. With enabling legislation, cooperation and transparency about what works, there is great potential for progress toward living incomes in the coming years – fair for farmers, and sustainable for the future.





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